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money talks
... that's why the largest selling farm truck
is the one with

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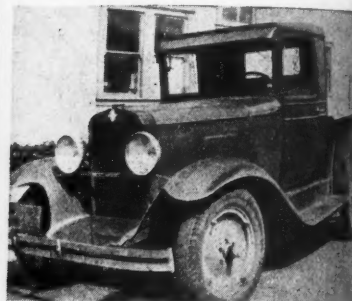
**LOW
OPERATING
COST**

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COST**

The big, sturdy Chevrolet is every inch and every pound a truck, from the rugged rear axle to the special truck-type engine. It doesn't take time out for servicing when you need it most. It easily hauls capacity loads at high speed and will keep on doing it for years. And, in addition, it is famous wherever trucks are used for its very low operating and upkeep costs. You can check these statements with anyone who owns a Chevrolet truck. And the more owners you talk to, the more convinced you will be that the truck for you is this low-priced valve-in-head six.

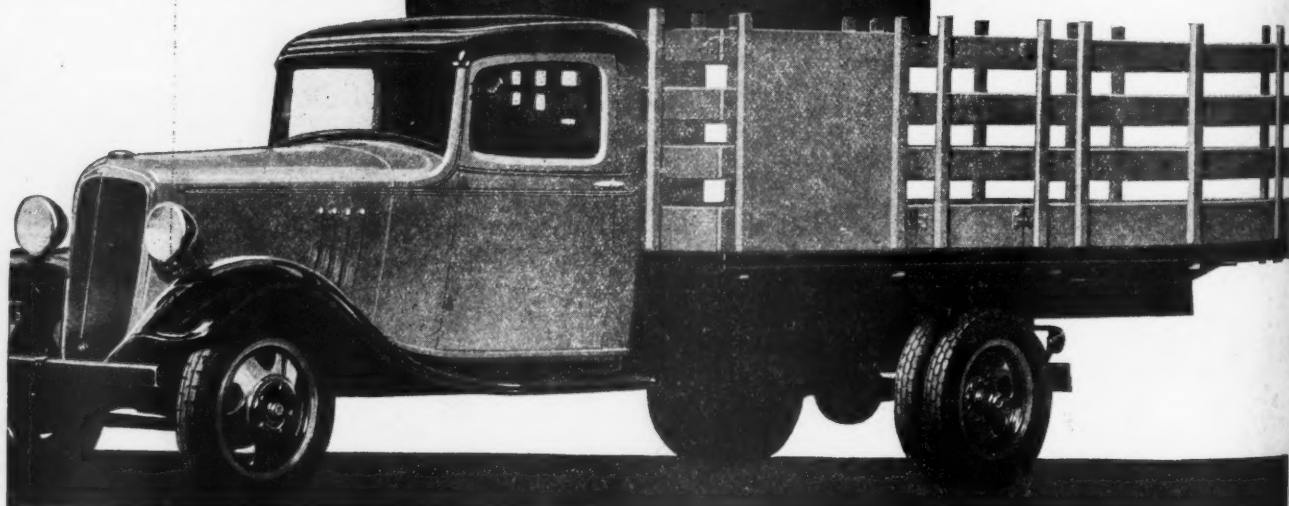
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 DETROIT, MICHIGAN
 Compare Chevrolet's low delivered prices and easy
 G.M.A.C. terms. A General Motors Value

**THE
SIX-CYLINDER
VALVE-IN-HEAD
CHEVROLET**



145,000 ECONOMICAL MILES

Giammona Bros. of Pittsburg, Cal., just bought a new Chevrolet pick-up, and here's why: "Our last Chevrolet traveled 145,000 miles. Three valve grindings were all the mechanical work it was necessary to do."



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AMERICAN FRUIT GROWER

(Title Registered in U. S. Patent Office)

VOLUME 54

No. 10

OCTOBER, 1934

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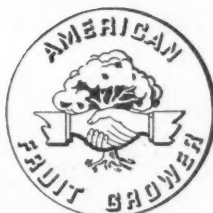
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AN EDITORIAL

BY THE PUBLISHER

ALL OF THEM CAN'T BE OUT OF STEP!

READ Norton W. Mogge's article on page 5 of this issue. It is a plea for united advertising effort within the fruit industry. The program he suggests may or may not be exactly what is required, but the fact remains that it is high time that something constructive be done and that it be done on a cooperative basis in the fullest sense of the word. The fruit industry—a billion dollar industry—does less advertising, year in and year out, than any other industry of similar size and importance in this country that sells its product either direct or indirect, to the homes of the nation.

In the fruit industry so much has been done to improve growing methods and *so little* in the way of employing modern marketing and merchandising methods to make the consumer want the fruit once it has been grown. Glutted markets do occur, yet, on the other hand, there is hardly a family in the whole United States that could not and would not eat more fruit—FRUIT FOR HEALTH—were the persuasion of proper advertising applied.

A discouraging feature, however, is the attitude of many within the industry towards the modern advertising of their wares. They are too inclined to believe that "what was good enough in the old days is good enough now"—archaic barrels and baskets for people who are living modern lives under modern conditions. Can it truly be that all the other advertisers of foods and like commodities in this country are wrong? Can it truly be that the way to sell in these modern days is merely to ship your fruit to market and let the buyers come for it of their own accord? Can it truly be that all the other advertising industries of this country are out of step because they coax people to buy two automobiles instead of one, or to junk a year old radio for the latest model, or to ask for a branded ham instead of just ham?

We cannot help being reminded of the fond mother whose only son was drafted for service in the Great War. When his outfit was ready to go overseas, she stood on the curb to watch the great parade down the avenue that preceded the embarkation of the soldiers. As the thousands upon thousands of newly trained soldiers marched past, she watched for her boy. As he finally passed her, she waved to him proudly. Afterwards she said, "Sure, and it was a great sight, all those fine young men a-marching by, but what a shame that they were all out of step but my Jim!"

In the matter of advertising and marketing, the fruit industry today is decidedly out of step with the times. It is a difficult problem, particularly the cooperative side of it. But curtailment of production is not the only answer. People must be told, and urged and coaxed, through advertising, to eat more fruit—in other words, to eat the surplus. There are ways and means available to make them do this. Mr. Mogge discusses these methods in his article. Read it!

A PICTORIAL REVIEW OF THE FRUIT WORLD



In California, the leading State in the production of prunes, they still let Old Sol play an important part in drying them, although dehydraters are being installed by many growers. The picture shows the large trays of prunes placed out in the sun to dry. In order to give the maximum exposure to the sun, the trays are not placed flat on the ground but rest on the tray directly in back. Unlike most fruit, prunes are rarely sold or canned fresh, but are marketed almost entirely in the dried form.

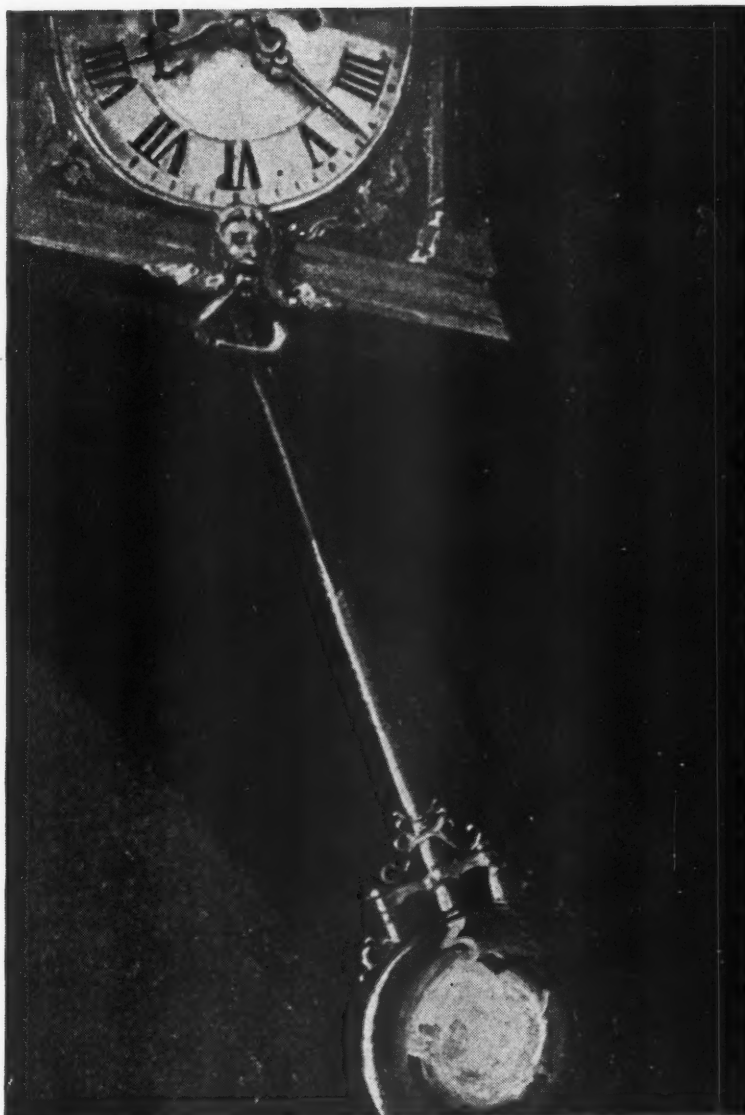


Although grown on what formerly was considered waste land, these Michigan blueberries go to market in their best bib and tucker—with the result that the Chicago market takes all of them it can get and pays a fancy price, too. (See page six for story.)



If this little girl is trying to estimate the country's pear crop, she'll have to count up to 23,134,000 bushels—for that was the estimate of the 1934 pear crop recently set by Uncle Sam.

In the fruit industry the inevitable swing must be towards a program of cooperative advertising which will help eliminate surplus production through increased consumption of "Fruit for Health."



IT'S TIME TO THINK ABOUT— ADVERTISING

AS REAL BACKGROUND OF CROP CONTROL

By NORTON W. MOGGE

CODE agreements, prorate shipments, minimum prices and surplus control measures have come to the aid of the producer of agricultural specialty crops.

Much of the thought that has been applied to agriculture recently has of necessity been confined to production matters. It is not the idea of twenty years ago, however, when colleges, experiment stations, county agents and others were all busy trying to make the farms grow the proverbial two blades of grass where only one grew before. Quite the reverse is the thought now. How can crops be reduced in size? What can be done to discourage new plantings? How can marginal acreage be eliminated?

What can be done with surplus and carryovers?

These are the production problems that industries in the far West are trying to solve and Uncle Sam's agricultural advisers, as well as University of California marketing experts, are lending a helping hand to the

Experienced in the advertising as well as the co-operative marketing of fruit, Mr. Mogge, who represents the Los Angeles office of the J. Walter Thompson Company, herewith presents the case of advertising as the answer to greater consumption of fruit—and thereby crop control. American Fruit Grower is indebted to Printer's Ink Monthly for permission to reprint this article, which will appear in two parts.

farmers raising the important agricultural specialty crops.

It seems quite possible to regulate production, volume and even the day-to-day shipping of these agricultural crops in some artificial fashion. It isn't possible to regulate, however, the ability, capacity and willingness of people to buy and consume these products.

All of the interest and attention given to the farmers' difficulties obviously neglects one important side of the problem. The law of supply and demand still operates. The supply of most of these specialty crops has been ample for a number of years. The heavy volume of these crops has all

(Continued on page 13)

AMERICAN FRUIT GROWER

OCTOBER, 1934

Page 5

HAND PICKED

By
John T. Bregger



Nature is a great leveler! Like rain, freezes and frosts fall on the "just" as well as on the "unjust". Likewise when rain fails to fall, it treats all growers alike in a given area. Over a series of years, however, these pestilences seem to average up so as to treat nearly everybody alike.

But there is a great deal of difference in the way people prepare for these emergencies. From this standpoint, we can safely say that whereas rain, drought and frost do not separate the "just" from the "unjust", they do separate certain of our farsighted fruit growers from the average majority. Can we not obtain a lesson from the year 1934 which will prevent a recurrence of at least a portion of the effects even if the cause is repeated? The selection of frost-free locations, the avoidance of water-logged or shallow soils, the planting of hardy varieties, water conservation and irrigation are but a few of the orchard practices which will help the fruit grower to meet every emergency.



AMERICAN FRUIT GROWER takes great pleasure in welcoming another horticultural group into its official family. Beginning with this issue, the Northern Nut Growers Association has adopted our magazine as their official organ and will be represented in our pages each month.

With its membership largely located north of the Cotton Belt, the Northern Nut Growers Association is interested in the making of a new nut-growing industry. It is achieving results largely by four methods: (1) Finding native trees of improved nut types, (2) breeding better nut varieties, (3) teaching others how to propagate nut trees, and (4) planting orchards or groves of these improved nut varieties.

Readers of AMERICAN FRUIT GROWER will watch with a great deal of interest the regular contribution of the Northern Nut Growers, the first of which appears on page nine of this issue.



Peach growers of the Grand Valley of Colorado are highly pleased over the way the marketing agreement of the AAA saved their peach market from collapse this season. It is the first time all peach growers and shippers had gotten together in such a manner, and the result was highly satisfactory. Excellent distribution of the crop was an important factor in maintaining prices.



The fiscal year 1934, ended June 30, was a record year for the inspection service of the Fruit and Vegetable Division of the Bureau of Agricultural Economics. Inspections were made of 53,185 carloads of fruits and vegetables at receiving points and of 317,823 carloads at shipping points throughout the country. The largest increases this year were made in Florida, Idaho, and Washington.

BLUEBERRIES BRINGING PROFIT FROM MICHIGAN WASTE LAND

(Picture on page 4)

AT Doctor Keefe's Blueberry Plantation at Grand Junction, Mich., bog land that was formerly considered practically worthless is now paying a nice profit. A fine quality, large sized blueberry is grown and when attractively packed in a modern container with Cellophane transparent wrap finds a ready market in Chicago, a short shipping distance away, and commands top prices. Forty-five cents a quart was the first price received this year. Usually the price ranges from 50 cents a quart early in the season down to 25 cents during the height of the season.

Doctor Keefe's plantation consists of 38 acres, nine of which are in bearing. Varieties are the everbear-

ing Ruebel, the Harding, the Adams, and the Cabot. The oldest planting produced nearly 3000 quarts to the acre in 1933 and when full grown or at about 10 years of age, should produce 5000 quarts to the acre. One bush last year produced 11 quarts. Picking is done by women and is closely supervised. Only ripe berries are put into the boxes and all stems removed. The cost of harvesting and packing the blueberries includes 27 cents for the crate, four cents a quart for picking, one-third cent per carton for Cellophane, one-half cent for gummed tape, one-half cent for label, and three-fourths cent for wrapping.

The plantation, which is the largest blueberry planting west of New Jersey, is in charge of William Reimer.

A NEW ORANGE VARIETY FOR SOUTH TEXAS

By W. H. FRIEND, Texas Agricultural Experiment Station

A STRAIN of Navel orange, of Brazilian origin, has shown considerable promise in the Lower Rio Grande Valley of Texas. Growers in this region have often wished for a variety that would be as well adapted to conditions in the Lower Rio Grande Valley as the Washington Navel orange is adapted to conditions in parts of southern California. The newly discovered strain of Texas Navel orange gives promise of fulfilling this long-felt need.

The trees of this new variety are much more vigorous than those of similar kind and have shown themselves to be more precocious and much more fruitful than trees of the Washington and Thompson Navel varieties. The habit of growth is distinctly upright and the trees have denser foliage than that of most orange varieties.

The fruit is much smaller in size than valley grown Navel oranges, averaging about size 175 to 150. The navel marks are quite small and are not prominent, as in the case of the Thompson Navel. The thickness and texture of the rind is of such nature that the fruit should hold up well in transit. There are very few seeds present, and the pulp is of an at-

tractive, deep orange color and of melting consistency; rag being practically absent. The flavor of the juice might be described as sprightly sub-acid; having decidedly more character than that of most early oranges.

The season of ripening is not as early as that of the Hamlin orange, but it fits in nicely between the early (Hamlin) season and the late (Valencia) season; being ready for market during November and December.



This eight-year old Texas Navel orange tree is 15 feet tall and produced more than 1200 fruits this past year.

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OCTOBER

AMERICAN POMOLOGY

*A Page Conducted in the Interests of the
American Pomological Society*

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THE Board of Managers of the American Pomological Society takes great pleasure in announcing that the 50th convention will be held in co-operation with the annual meeting of the Michigan State Horticultural Society at Grand Rapids, Mich., December 4, 5 and 6.

The attention of the members of the American Pomological Society and that of the fruit growers of America is specifically called to several problems of vital interest to the fruit industry of the country, matters which will receive special attention on the program of this convention.

1. Severe winter temperatures during the past season destroyed great numbers of fruit trees over wide areas in the northeastern fruit sections of the United States, emphasizing anew the need for hardy varieties and hardy stocks.

2. A drought of unprecedented proportions cut fruit production tremendously in most of the eastern fruit growing sections. It even resulted in the death of many trees and the devitalizing of many more. This drought coming on the heels of other serious droughts of recent years raised anew the question of irrigation in eastern apple orchards. A symposium will be conducted on this subject.

3. Removal of spray residues in the interest of furnishing the public with a food product above suspicion has raised problems of codling moth control and spray residue removal which are of vital consequence to the fruit industry. The latest discoveries by the leading experimenters of the country will be presented.

4. Present conditions indicate no difficulty in marketing the light crop of 1934 at good prices, but the many problems involved in successful marketing will not be solved by this temporary favorable situation. Ways and means of stabilizing grades, packages, prices and distribution of supplies should be developed and encouraged. National policies affecting foreign trade, bank credits affecting financing of fruit growing enterprises, et cetera, are all involved. At least two speakers competent to discuss this general line of thought will appear on the program.

5. Following the precedent set at the Springfield meeting in 1933 the American Pomological Society will hold luncheon and dinner sessions each day to conduct the business of the organization.

The Michigan State Horticultural Society conducts an extensive exhibit of fruits in connection with its regular meeting. It is proposed that the A.P.S. draw together an unusually large and representative exhibit of new fruits for this occasion. Nurserymen, experiment stations and individuals are invited to send representative exhibits of new varieties which they would like to place before the fruit growing public and are all invited to compete for the Wilder medals which are



Charles W. Garfield

Mr. Garfield was the energizing and activating personality in the early years of the Michigan State Pomological (now "Horticultural") Society. He was one of the most influential and far-sighted members of the American Pomological Society during the more than 50 years of his membership, including his secretaryship. He was active—able—friendly—far-sighted—wise—unselfish—honest—one of our "truly great." As his pastor said in the funeral service—"We shall miss the inspiration of his presence, the contagion of his spirit and the power of his Christian character."

W. A. Taylor.

given from time to time for meritorious new fruits. The Wilder medals are the highest awards of merit offered in America for new varieties, and are given only under conditions which assure the fruit growing public that such an award is a guarantee of outstanding worth. Arrangements for these exhibits should be made direct with Secretary H. L. Lantz, Ames, Iowa.

There will be a particularly large and helpful exhibit of horticultural supplies at this meeting: Spray materials, spray machines, washers, packages, sizing machines, irrigation equipment, etc.

We, therefore, enthusiastically recommend to all our members and to all interested fruit growers that they make this their big meeting of the year.—B. S. PICKETT, Pres.; H. L. LANTZ, Secy.; Board of Managers—ROBERT SIMPSON, J. H. GOURLEY, and J. C. BLAIR.

AMERICAN FRUIT GROWER

THE officers of the A.P.S. have just been apprised of the death of Charles W. Garfield, Grand Rapids, Mich., September 9, 1934. Mr. Garfield was one of the oldest life members of the society and served as its secretary in 1885. There is no better way to describe Mr. Garfield's interest in the A.P.S. than to quote again his last letter to President Pickett, which was published on the A.P.S. page of the June issue of AMERICAN FRUIT GROWER.

"I became attached to the A.P.S. in the late 70's," says Mr. Garfield, "and was on the executive committee some years before I was chosen secretary in 1885. Because of my official connection with the Michigan State Horticultural Society, I became a correspondent of many of the leading pomologists of the country and that correspondence was to me a great joy and a wonderful opportunity for education along the lines I expected to follow in my life work.

"I was younger than Wilder, Brackett, Lyon, Berckmans, the Ellwangers, the Barrys, John J. Thomas, the Warders, father and son, and Mannings, Charles Downing, and many other leading lights in the A.P.S., but they treated me with the utmost courtesy, and when I became secretary, gave me kindly, thoughtful, and general counsel and assistance."

Mr. Garfield wrote of the great meeting of the A.P.S. at Grand Rapids in 1885 and spoke regretfully of the fact that only Dr. Bailey and himself survived of those who were responsible for the guidance of the program of that meeting.

Plans were under way to honor Mr. Garfield at the coming convention at Grand Rapids and, needless to say, we regret exceedingly his passing. It was the influence of such men as Mr. Garfield that made the A.P.S. the great organization that it is, and it was during his active connection with the society that some of the finest convention reports were published. The fruit catalogs published in connection with these reports were unexcelled for accurate and detailed information concerning fruit varieties. If you want some real inspiration, go to your library and spend several hours or days going through the reports of the society published 50 years ago, and find there the great characters who made up the membership of the A.P.S. during those stirring days. Men like Mr. Garfield live on. His was a long, active life, and at 86 we find him listed as a great civic leader and the "First Citizen" of Grand Rapids.

H. L. Lantz

**FERTILIZE YOUR FRUIT
THIS FALL**



USE
**Granular
'AERO'
CYANAMID**

A Superior Fruit Fertilizer

Carefully-conducted tests show that 'Aero' Cyanamid applied to apples, peaches, and small fruits in the fall gives results equally as good as when applied in the spring.

**EASE OF APPLICATION AND
ECONOMY OF TIME FAVOR
FALL APPLICATION**

It is easier to get about over the orchard in the fall than during early spring when the ground is soft. Spring is also a very busy season, and it is a great convenience to have the task of applying the fertilizer out of the way of other spring work.



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CYANAMID COMPANY**

Manufacturers of
'Aero' Cyanamid and 'Ammono-Phos'

30 Rockefeller Plaza
New York, N. Y.

**'AERO' CYANAMID IS
NITROGEN plus LIME**

STATE HORTICULTURAL NEWS

Washington Notes

THE state of Washington received visits from a number of horticultural notables this past summer. Considerable interest was shown in the horticultural investigational work being carried on by federal and State college workers in the Wenatchee and Yakima valleys. R. H. Roberts of Madison, Wis., visited the State early in the summer, and was especially interested in the leaf area work being conducted by Overholser and Overley. W. P. Tufts and L. D. Davis of Davis, Calif., recently made a trip through the State studying black-end condition of pears. Recently M. J. Dorsey and family motored through the State and showed a keen interest in all problems of horticulture as related to conditions in Illinois. Some of the U. S. D. A. visitors this summer included D. F. Fisher, Ben Porter and J. R. Magness.

The new Growers' Code for the fruit growers of Washington went into effect on August 22. Control prices set up were 75 cents minimum net to the grower on all varieties, grades and sizes of apples packed in standard containers; also \$7.50 per ton minimum for all culls except Delicious, which are quoted at \$3 per ton. This price for packed fruit is about 15 to 20 cents above the stop-loss price set by the commodity committee of Northwest Tree Fruits, a shipping code which operated last year. It is hoped that the two groups will get together soon and establish a common price. Trouble is already brewing with the dehydrating plants over the cull price, and some adjustment may be made before long.

W. A. LUCE,
Wenatchee, Wash.

Wis. Seeks Late Apple Variety

IN an effort to find an outstanding late variety suitable under Wisconsin conditions, a seedling apple show will be held by the Wisconsin State Horticultural Society during their 66th annual convention, November 8 and 9, Racine Hotel, Racine. Premiums will be awarded. There will also be a showing of new varieties of apples, especially those originated at other experiment stations.

The society meets jointly with the Wisconsin Garden Club Federation, the two organizations holding a joint banquet, but separate programs. An excellent fruit growers' program is being planned.

H. J. RAHMLow, Sec'y,
Madison.

Insecticides Tested in Indiana

BEING alert to the needs of fruit growers, commercial manufacturers of insecticides are interested in finding spray materials which will control codling moth more efficiently. Two manufacturers have spray plots in direct co-operation with the Troth-Burton Orchards, near Orleans, Ind., and another company through the Crop Protection Institute is providing funds for a

full-time investigator to conduct tests with new stomach poison substitutes. While complete results are not yet available, C. R. Cleveland of the Standard Oil Company believes he has rather conclusive evidence that the new Knight oils exhibit a noticeable superiority in efficiency in the control of codling moth over former types of summer oils, especially in lead and lime combinations. They also appear to be practicable and commercially safe when used according to the practice which seems to be most effective.

EVERETT WRIGHT, Sec'y,
Lafayette.

Maine Packs Apples in Crates

FIVE years ago a few growers of apples in the Hudson Valley of New York attempted an experiment in reducing distribution costs on their product by using a package called a "crate" as a sales container. Initial use of this package was on the basis of good quality apples, carefully handled, varying in size, and placed in the "crate" with no attempt at packing. The "trade" accepted this change with enthusiasm and the use of the package spread very rapidly into western Massachusetts and southern Vermont.

In February, 1933, the organized growers of New York appointed a committee to consider some standardization of this package. This committee asked grower organizations in the several New England states to send representatives to a meeting in Springfield, Mass., to consider this matter. An organization was thus set up and given the name, "New York and New England Conference for an Approved Apple Crate," which resulted in a decision to suggest a size of crate and recommend it to growers in the Hudson Valley-New England area. During the 1933-34 season, use of this package increased rapidly all over the territory.

In March, 1934, a second meeting of the "Conference" was held with western New York and New Jersey included in the group. Further expansion of the representation was made by attendance of marketing officials, box manufacturers and extension service agents.

The 1934 meeting went further than the 1933 session and recommended crates slightly smaller and set up four styles of construction. The report of the action of the conference was published and more than 10,000 copies of this report were distributed to growers in the original Hudson Valley-New England area and to New Jersey, Pennsylvania, Ohio, Illinois, and western New York.

The spread in use of this package for sales of apples in Massachusetts in the 1933-34 season was extremely rapid. A survey of its use by a group of 14 handlers of 1,400,000 bushels of Massachusetts apples in the fall of 1933 resulted in their reporting 1,250,000 of this total going to market in this package, or about 88 per cent.

With a total volume of 3,000,000 bushels for the State and assuming half of the

1,000,000 not included in the above figures as "going to market" in crates, will give a total crate usage of 2,200,000 bushels or 73 per cent. This spread of use has taken place in three seasons, and has very likely reached its maximum in Massachusetts.

WM. R. COLE, Sec'y,
Amherst.

Northern Nut Growers Adopt A. F. G.

THE Northern Nut Growers' Association held its twenty-fifth annual meeting at Battle Creek, Mich., September 10 and 11, 1934. The association was the guest of W. K. Kellogg and Dr. John Harvey Kellogg whose interest in nut culture and the use of nuts as food has contributed much to the stimulation of a northern nut industry. Through the generosity of W. K. Kellogg, the Michigan Experiment Station has acquired a tract of 115 acres of land which is to be used for experimental work with nuts under the direction of Prof. James A. Neilson. It was to view these plantings and to honor Mr. Kellogg for his interest in nut culture that the association came to Michigan.

Since the nut project was started on the Kellogg farm at Gull Lake, much has been accomplished by Professor Neilson. A large block of black walnuts has been started from seed and will be grafted to standard varieties of black walnuts and promising native seedlings as they are discovered. Of especial interest was a block of native seedling hickories growing on rather poor soil of little agricultural value. Many of these trees had been grafted to the improved hickory varieties which were making vigorous growth. This experiment promises to be an excellent demonstration of the possibilities of utilizing an otherwise nearly worthless piece of land. A few years ago, brush and pignut hickories. A few years hence, crops of large, thin-shelled, easy cracking hickory nuts.

Many other seedling nut trees scattered about the farm had been grafted to improved varieties. Of especial interest was a Persian or English walnut from the Carpathian Mountains that was uninjured by the past winter, whereas all other varieties were severely injured.

Throughout the meeting the importance of discovery and propagating superior varieties was emphasized. Variety discussions indicated that our present varieties, while far superior to the average wild tree, still possess serious faults. Under the direction of Dr. W. C. Deming many of the nut varieties were reviewed and their merits and faults brought out by various growers.

It was decided to hold another nut contest with prizes offered for the best black walnuts and hickories. Details regarding this contest will appear later in this column.

AMERICAN FRUIT GROWER was selected as the official organ of the association and information on association affairs, recent news, and short articles dealing with various phases of northern nut culture will appear regularly in this column.

Rockport, Ind., was selected for the 1935 meeting of the association, which will be held September 9 and 10.

Officers elected for the ensuing year were: President, Frank H. Frey, Chicago, Ill.; vice-president, Dr. G. A. Zimmerman, Harrisburg, Pa.; treasurer, Carl F. Walker, Cleveland, Ohio; and secretary, George L. Slate, Geneva, N. Y.

GEORGE L. SLATE, Sec'y

Ask your neighbor about his Ford V-8



Henry Ford says:

"The use of eight cylinders does not mean the addition of two or four extra fuel consumers. It is not, for example, a 4-cylinder engine multiplied by two. Our V-8 takes the fuel supply of an ordinary 4-cylinder engine and divides it eight ways.

"By reducing four larger explosions into eight smaller ones, we get engine smoothness and quietness. Eight cylinders indicate the way the gas is used — not the amount. It is just the difference between going upstairs in four long jumps or in eight easy steps."

WE CAN tell you about the economy and ruggedness of the Ford V-8. How it is as reliable on a bad stretch of road as on the highway. How it will stand up and keep going without repairs through months of hard service.

But we'd a lot rather you'd get these facts from your neighbor. From the man who owns a Ford V-8 and drives it over the same roads that you travel. The man who has tried out the Ford V-8 engine and knows just what it can do. He has taken this



"The Universal Car"

and mud and ruts. He has let it out on the highway. He knows just how far it will go on a tank of gas. He has had the whole family in it and knows its roominess and comfort. He's the man who can best tell you that the Ford V-8 is the farmer's car today, just as the old Model T was the farmer's car for so many years.

We have several new booklets on the Ford V-8 car and Ford V-8 truck. Also literature describing the Ford Exchange Service (plan whereby you can trade your present Ford Model A or B or V-8 engine and other units such as distributor, shock absorber, carburetor, etc., for factory-reconditioned units at small cost). These booklets are free and we shall be glad to send them on request. This coupon is for your convenience.

FORD MOTOR COMPANY, 3677 Schaefer Road, Detroit, Michigan

Gentlemen: Please send me the free booklets on the subjects checked below.

Ford V-8 Car _____ Ford V-8 Truck _____ Ford Exchange Service _____

Name _____

Route _____

Post Office _____ State _____

AMERICAN FRUIT GROWER

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DETROIT'S MOST POPULAR HOTEL

At the Shelby — in Detroit — rooms are priced from \$2.00 . . . All have private bath . . . circulating ice water and tip-saving servidor.

HOTEL FORT SHELBY
DETROIT



AUDITORIUM HOTEL RATES

Now from \$1.50

Just think—you can now enjoy the comfort and luxury of the Auditorium Hotel for as little as \$1.50 a day for a room without private bath or from \$2.50 a day with private bath. A splendid location—every convenience—in an atmosphere of luxury at low cost.

MICHIGAN AVE AT CONGRESS

CHICAGO

Missouri Fruit Growers Meet

MORE than 250 fruit growers representing all the fruit growing sections of the State were in attendance at the Missouri State Horticultural Society meeting, held in Republic recently. Several Greene County orchards and vineyards representing the best culture were visited. Problems of orchard soil management, spraying, and pruning were considered.

The program for the meeting included talks by C. C. Keller, county extension agent, Springfield, on "Greene County Horticulture"; Prof. H. G. Swartwout, Columbia, on "Injuries Caused by Spray Materials"; Dr. L. Haseman and George D. Jones, Columbia, on "The Codling Moth and Present Control Measures"; Paul H. Shepard, director, Missouri State Fruit Experiment Station, on "Some Results of Horticultural Experimentation at Mountain Grove"; and Dr. C. G. Vinson, Columbia, on "The Spray Residue Problem as It Affects Missouri Orchardists." The meeting was presided over by Prof. T. J. Talbert, Columbia. Dr. E. L. Beal, Republic, gave the welcoming address, while the response was made by E. A. Ikenberry, president, Kansas City.

T. J. TALBERT,
Columbia.

Texas Growers Review Pecan Development

THE Texas Pecan Growers' Association held its 14th annual meeting in Stephenville recently, with President Andrew Winkler presiding. The program covered papers on the early history of the pecan industry, a review of recent experiments by the U.S.D.A. on pecan culture, a symposium on varieties, propagation problems, and soil management of pecan groves.

A special feature of the program was a budding contest. The man getting the most buds to grow in 30 days was to be declared winner. The budding period lasted 20 minutes, with buds set by the 12 contestants ranging from 12 to 39.

The following officers were elected for next year: F. R. Brison, College Station, president; W. J. Millican, Bend, vice president; and W. S. Price, Jr., Gustine, secretary. Next year's meeting will be held in Uvalde, the home of Vice President Garner.

New R. R. Car Curtains Bring Economy

APPROXIMATELY 900,000 carloads of fresh fruits and vegetables are shipped annually by rail and express. Over half of these cars move under one of various forms of refrigeration.

Over 6,000,000 tons of ice are required annually to pre-cool cars and properly refrigerate their contents in transit. These highly perishable commodities grown in sections extending to the far corners of the nation move first to the large distributing centers, where full cars are broken and further distribution to consuming areas is made in l.c.l. lots.

In the partly loaded refrigerator cars large savings are now being effected by the use of portable doorway curtains placed over open doorways of cars. Further ice savings can be made and refrigeration im-

proved if curtains are used while cars are in process of loading or unloading. These curtains prevent contents from sweating in warm weather or chilling during the cold weather. During winter months doorway curtains retain the warm air in heated cars and minimize the hazard of frost damage. When two different temperatures in the same car are desired, portable dividing curtains are used to partition off that portion of load requiring refrigeration or heat.

Curtains of both doorway and dividing type are being used throughout the country by produce, dairy and milk shippers, breweries, shippers and receivers of fresh fruits and vegetables, and meat packers. Railroads are using them to segregate their l.c.l. perishables from non-perishable freight, thereby making one car do the work of two.

Making Cider on Farm Told in New Circular

SEVERAL new ideas in the making of apple cider on the farm make possible a greatly improved product. The most important consideration is the proper selection of apples. In some cases very good cider can be made from a single variety, while in other cases it is desirable to blend varieties to overcome excessive acidity or astringency. Proper attention to the pressing of the fruit, clarification of the pressed juice, filtration, carbonation, and preservation of the cider are important. Clarification can be achieved by the use of an enzyme preparation or by the so-called gelatin-tannin method, while filtration can be made quite simple.

Carbonated, clarified cider is a very pleasing drink. Carbonated apple cider should compete successfully with other carbonated beverages once it is introduced to the public. Full details on these recent improvements in farm cider making may be read in a New York Experiment Station circular by Prof. W. F. Walsh.

Ethylene Gas Has New Uses

ETHYLENE gas has been used for about 10 years on citrus fruits and persimmons to hasten the completion of the natural coloring and ripening processes. Since that time, however, pears, apricots, bananas and tomatoes have been added to the list of those products whose softening could be materially hastened by the ethylene treatment.

Within the last year still another horticultural use of ethylene has been found. Federal investigators have demonstrated that the use of the gas in walnut hulling will speed up the removal of husks from "stick-tight" nuts and prevent the development of brown kernels. It has been estimated that this new treatment will save U. S. walnut growers \$375,000 annually.

Dr. C. C. Vincent, Head of Horticulture, University of Idaho, passed away suddenly on August 20. His place has been filled by the appointment of Dr. Leif Verner.

Dropping fruit into picking containers and carelessness in emptying containers cause needless stem punctures and bruises.

To Improve Fruit Juice Flavors

By Oscar H. Roesner

EXPERIMENTS made in the fruit products laboratory of the California College of Agriculture under the direction of Dr. W. V. Cruess have brought to light methods for greatly improving the flavor of bottled and canned fruit juices. Under the former commercial methods used for the pasteurization of fruit juices, so high a temperature was required, from 175° to 180° F., that the juices developed a pronounced cooked taste and lost much of the original fresh fruit flavor. But the investigations carried on by Professor Cruess revealed that a temperature of from 135° to 140° for 30 minutes was sufficient pasteurization to keep canned juices indefinitely and with most of the fruity flavor of the original fresh juice retained.

It was also found that if the juices are carbonated or packed with inert gas such as nitrogen, or sealed under a high vacuum, they may be pasteurized at a temperature as low as 130° in bottles. When packing in tin cans, it was found that carbonating or other special treatment was unnecessary, since the oxygen of the air present in the cans combined with the tin plate, leaving none for the growth of mold spores that might survive pasteurization. Only white juices may be canned satisfactorily as the tin plate affects the color of red juices.

CALENDAR OF COMING FRUIT MEETINGS AND EXHIBITS

Nov. 8-9—Wisconsin State Horticultural Society 66th annual convention, Hotel Racine, Racine.—H. J. Rahmlow, Sec'y, 1532 University Avenue, Madison.

Nov. 9-10—Montana State Horticultural Society, Missoula.—George L. Knight, Sec'y, Missoula.

Nov. 13-15—Minnesota State Horticultural Society, St. Paul.—R. S. Mackintosh, Sec'y, St. Paul.

Nov. 15-17—Iowa State Horticultural Society 69th annual convention, with affiliated societies, Memorial Union, Iowa State College, Ames. Meetings will be held in connection with Little Mid-West Student Horticultural Exposition, McKay Auditorium, Iowa State College, Nov. 16-18.—R. S. Herrick, Sec'y, State House, Ames.

Dec.—Kansas State Horticultural Society, Hutchinson, first or second week of December. Exact date later.—Chas. A. Scott, Sec'y, State House, Topeka.

Dec. 3-5—Washington State Horticultural Association 29th annual meeting, in conjunction with Farmers' and Homemakers' meeting, Pullman.—C. L. Vincent, Sec'y, Pullman.

Dec. 4-5—New Jersey State Horticultural Society, Haddon Hall, Atlantic City.—Arthur J. Farley, Sec'y, New Brunswick.

Dec. 4-6—Michigan State Horticultural Society, in conjunction with American Pomological Society, Grand Rapids.—H. D. Hootman, Sec'y, East Lansing.

Dec. 4-6—American Pomological Society, in conjunction with Michigan State Horticultural Society meeting, Grand Rapids, Mich.—H. L. Lantz, Sec'y, Ames.

Dec. 10-11—Oregon State Horticultural Society, Hood River.—O. T. McWhorter, Sec'y, Corvallis.

Here's Power for Orchard and Grove...Backed by the World's Largest Tractor Builder



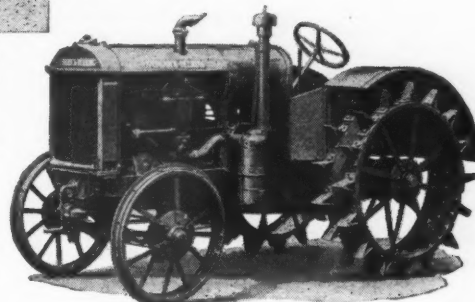
The McCormick-Deering Model 0-12—the new small orchard tractor.

MCCORMICK-DEERING Tractors continue to earn the term "farm-power standard of the world." They are triple-power tractors supplying economical power through drawbar, belt, and power take-off. Their multi-speed transmissions meet all requirements. Tractor operators appreciate the well-balanced, vibration-free operation and the convenience and ease of control feature in McCormick-Deering Tractors.



ABOVE: The McCormick-Deering Model T-20 TracTractor—a compact crawler tractor for orchard, vineyard, and grove work and for all farm work requiring 3-plow power. It is fully protected against wear and can be serviced on short notice because it is so easily accessible.

AT RIGHT: The McCormick-Deering Model W-30 Tractor—a newcomer to the wheel tractor field, offering 3-plow power in a compact, economical, long-lived unit.



Their exceptional performance is the result of their having been developed to meet actual farm and orchard conditions. Unequaled engineering skill and high-quality International Harvester manufacturing standards, combined with McCormick-Deering after-sale service, assure you continued service from your McCormick-Deering Tractor for years to come.

Whether you require a crawler tractor or a wheel tractor, you will find the nearby McCormick-Deering dealer or International Harvester branch can supply the size and type you need. Specific information will be sent on request.

INTERNATIONAL HARVESTER COMPANY

606 S. Michigan Ave.

OF AMERICA
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CHICAGO, ILLINOIS

MCCORMICK-DEERING

AMERICAN FRUIT GROWER

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OCTOBER, 1934

FALL FASHIONS



No. 3209—Darling Fall Blouse. Designed for sizes 14, 16, 18 years, 36, 38 and 40 inches bust. Size 16 requires 2½ yards of 39-inch material for the blouse with cowl neck and 2½ yards of 39-inch material for the blouse with the bow.

No. 3262—New Slim Lines. Designed for sizes 14, 16, 18 years, 36, 38, 40 and 42 inches bust. Size 36 requires 2 yards of 39-inch material with ¾ yard of lace.

No. 3233—Smart Coat For Daughter. Designed for sizes 2, 4 and 6 years. Size 4 requires 1½ yards of 39-inch material with ¾ yard of 35-inch contrasting.

No. 3263—Smart Home Wear. Designed for sizes 16, 18 years, 36, 38, 40, 42 and 44 inches bust. Size 36 requires 3¾ yards of 39-inch material with ¾ yard of 35-inch contrasting.

No. 3327—Chic Tailleur. Designed for sizes 36, 38, 40, 42, 44, 46 and 48 inches bust. Size 36 requires 3¾ yards of 39-inch material with ¾ yard of 35-inch contrasting.

Patterns may be secured by mail, postage prepaid, at 15 cents each from FASHION DEPARTMENT, AMERICAN FRUIT GROWER, 1370 Ontario St., Cleveland, Ohio. Be sure to state size required. Enclose 10 cents additional for new Fall and Winter Fashion Magazine (15 cents where no pattern is ordered).

MARY LEE ADAMS TAKES YOU TO VILLAGE CURB MARKET

"If you haven't been to the village Curb Market you've missed a lot of interest and profit." Thus informed I went, and I'd like to take some of my fruit grower friends with me on this colorful trip.

Imagine an August day of ideal temperature, when the fruits of the earth abound and fruit stands line the highways. Most of these stands are of cheap temporary construction, but how tempting are their displays of fresh, glowing ripe fruits and berries. Freshness, by the way, seems to be accepted as a fundamental necessity for this trade, and singularly few baskets of peaches, grapes, etc., are found to be best at the top.

Resist these casual displays at least until you've looked over the tri-weekly curb market of the little town toward which we are directed, and in which we presently find ourselves in such congested traffic that we are glad to park in a big vacant neighboring square.

Denser grows the crowd as we approach the entrance which is thronged with those who are attracted by numerous "specialty" artists with their ingenious toys. A three inch manikin, whittled with a pocket knife and holding a balancing rod in his hands, revolves and teeters on his tiny pedestal in the most astonishing manner, thus bewitching the onlookers. Frankly this toy, whose inventor (a mountain man) was exhibiting it, was a mystery to me. Without any mechanical device he seemed to have solved the age-old problem of perpetual motion, the toy needing only to be started by a touch to enter upon endless activity.

Here, too, sits an old woman who makes "character dolls", and thus pays all her expenses outside of bed and food. A big basket of darling little puppies gives Mamas a hard pull to get yearning youngsters inside.

But once within the long low shed, what a hustle and bustle! A broad counter running down each side, another in the center, one across the rear. Every inch of display space heaped with country produce, every foot of standing room behind the counters occupied by eager salesmen and women from the surrounding country. Up and down the narrow aisles jostle the crowds of good-humored customers.

The sales people are refreshingly simple and direct in manner and their

sales talk is diverting. Don't imagine that you can get the better of them in a bargain. Market prices are fixed for many products. You take it or leave it. In other lines very moderate prices are asked. Often a generous seller surprises you with "I reckon I might just as well pitch this extra ear of corn into your bag. I don't aim to cheat ye."

If you are interested in the variety of foods and flowers displayed, here is a list of those remembered, to which perhaps 25% should be added for those overlooked or forgotten.

Fruit—Apples fresh and sun-dried, pears, watermelons, cantaloupes, figs, peaches, plums, quinces, grapes (many most delicious varieties), raspberries, blackberries, gooseberries, huckleberries.

Vegetables—Potatoes both white and sweet, sweet corn, egg plant, cauliflower, turnips, beets, carrots, cucumbers, onions, beans of all kinds, peas, squash and servillian (?) squash shaped like a long eel, tomatoes, rhubarb, celery, okra, cabbage, lettuce, spinach, broccoli, all greens, bell peppers and cayenne, fresh pimientos—prettiest of all, like small perfect tomatoes with a glorious crimson lacquer.

Farm products—Eggs (one woman with four to sell), chickens dressed whole or cut up ready for frying, butter, cream cheese, milk, butter-milk, cream, ham, bacon, sausage, chops, canned vegetables and fruits, cider, vinegar, preserves, jellies. A maker of jewel-clear apple jelly said she had sold \$20.00 worth of it. Cakes, pies, home-made bread, delicious looking. Pickles, sauerkraut, coleslaw.

Nothing more lovely or busier than the flower stands. Never have I seen handsomer dahlias and "glads," more colorful zinnias, or taller cosmos, the dear "farewell summer."

The recurrence of this thronged and busy market year after year, indicates its success. The community is more cheerful and better served, the pockets of the salespeople better-filled because of it. Few make their entire livelihood from it, but where the home supplies the produce and wares, they can well afford the time required during the short months of the tourist summer. Many a remote country home is more comfortable and more full of cheer for the earnings in the village curb market.

IT'S TIME TO THINK ABOUT ADVERTISING

(Continued from page 5)

too frequently been reflected disastrously in the grower's annual returns.

Six out of ten people are said to have money these days. They still read magazines and newspapers, listen to the radio and otherwise expose themselves to the various media of advertising. Advertising can help to attract many new customers for these products or to remind the old friends to consume more.

Thus an important part of farm relief that so far seems to have been neglected is the relief brought about by stimulation of a market demand sufficiently strong to take care of much of the average annual production.

Creation of this consumer demand is largely a matter of sound merchandising methods, large-scale advertising effort supporting good quality in the products.

Farmers can no longer afford to wait for Mother Nature to reduce the crop total so as to insure fair returns to all. Drought, heat, hail, insects, storms, floods and other "Acts of God" seem to come around with some degree of regularity, but all too frequently distribute their benefits unevenly to the growers.

There is nothing new about the co-operative advertising of farm products. The hope of the present is for industry advertising rather than brand advertising. Advertising that will help sell all the crop by finding new uses, new products, new health benefits for both top and bottom grades. Such advertising campaigns are sponsored by the industry and paid for by all the producers; not by a portion of the industry or a limited group supporting brand advertising that may be beneficial to the whole industry.

When large companies go in for production control and industry advertising, there is evidence that such a course is a sound one for other producers to follow.

Consider the pineapple industry of the Hawaiian Islands. Hawaiian Pineapple Company, Libby McNeil & Libby, California Packing Corporation and other equally well-known producers and packers of canned pineapple in August, 1932, found themselves with a surplus which the market would not take at profitable prices. It was quickly determined by the industry itself that

a pack upwards of 12,000,000 cases was more than the market could be expected to absorb.

Control and the limiting of the pack was the first move of the pineapple producers and the second was industry advertising. Canned pineapple had been advertised before, but not so aggressively. The new advice on pineapples, supported by ample dietetic authority, presented through advertising called for "two slices of pineapple or a pineapple cup every day."

What is being done by the pineapple producers can be done by other agricultural groups. Government direction in marketing agreements and codes can regulate shipments, but so far at least there has been no provision in these industry agreements for advertising.

There are certain fundamentals necessary if advertising is to do an efficient job. These are:

A. *Good Products*, produced in restricted areas, that can be:

1. Standardized by grades and packs;
2. Passed and certified by State, federal or other recognized inspection service;
3. Labeled and shipped under known brands or a common industry mark;
4. Shipped in sufficient quantities to take care of market demand.

(Continued on page 14)

STOP Your Rupture Worries!



C. E. Brooks, inventor

Way worry and suffer with that rupture any longer? Learn about my perfected invention. It has brought ease, comfort and happiness to thousands by assisting in relieving and curing many cases of reducible hernia. It has Automatic Air Cushions which bind and draw the broken parts together as you would a broken limb. No obnoxious springs or pads. No salves or plasters. Durable, cheap. Sent on trial to prove it. Beware of imitations. Never sold in stores nor by agents. Write today for full information sent free in plain, sealed envelope. H. C. BROOKS, 150 State St., Marshall, Mich.

ROADSIDE MARKETING

By GILBERT S. WATTS

This book contains many helpful suggestions on every practical method of selling to the consumer direct. The wide range of subjects discussed is indicated by the following: Development and Outlook, Structure and Surroundings, Adjusting Production to Roadside Demand, Packages—Grading and Packing, Salesmanship at the Roadside, Prices, Advertising, etc.

Illustrated. 128 Pages. Size, 5x7 1/2". Cloth bound.

Sent Postpaid on receipt of \$1.25

AMERICAN FRUIT GROWER
1370 Ontario Street Cleveland, Ohio

A New Deal in Hotel Rates

FINE ROOM with BATH from **\$2.50** To **\$5.00** Per Day

No additional charge when occupied by 2 persons

Careful management insures atmosphere of security, refinement and quiet. Convenient to all theatres and shopping centers. A Hotel of character and distinction selecting guests today . . . as always.

FAMOUS TABLE D'HOTE RESTAURANTS

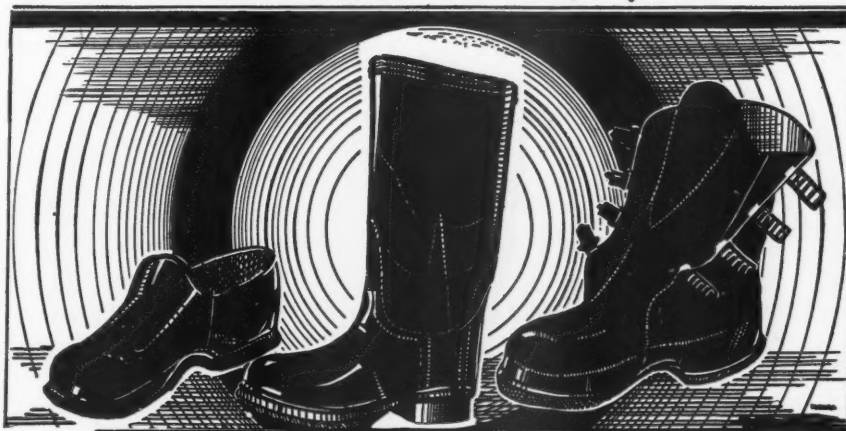
Breakfast from 30c Luncheon from 40c
Dinner from 75c

Across from world-famous Radio City

HOTEL BRISTOL

129-135 W. 48th St., New York City
T. Elliott Tolson, Pres. Joseph E. Bath, Mgr.

We have been making rubber footwear since 1843 and have learned a lot in 90 years.



United States Rubber Company



AMERICAN FRUIT GROWER

Page 13

OCTOBER, 1934

OPPORTUNITY ADS

Only 15¢ a Word — CASH WITH ORDERS
ADDRESS: AMERICAN FRUIT GROWER
1370 Ontario Street, Cleveland, Ohio

AGENTS WANTED

A BUSINESS OF YOUR OWN—SELL NEW AND USED CLOTHING. 100%—300% profit. Satisfaction guaranteed. We start you. LIQUIDATION MERCHANDISE, AN-550 East 43rd, Chicago.

COWL BASKET TURNER

THE ONLY TURNER THAT DOES THE JOB QUICKLY and does it right. Price \$12.50 plus Parcel Post. FRUIT PACKING EQUIPMENT COMPANY, Inc., Swoope, Va.

FOR SALE

FORTY-ACRE FRUIT FARM. JUST IN BEARING. Easy terms. R. E. HAWLEY, Nebraska City, Nebr.

FRUIT GRADERS

THE SIMPLEX DIVIDES INTO ANY THREE SIZES desired. Handles fruit in soft rubber cups. Weight 100 lbs. Capacity 20 to 40 bushels per hour. With electric motor, \$115.00. Hand Power (or gas engine) \$75.00. FRED C. BUTLER, 705 Hanna Bldg., Cleveland, Ohio.

NURSERY STOCK

FRUIT TREES FOR THE COMMERCIAL PLANTERS. We are fortunate in having one of the largest lots of fruit trees in the East, including the Famous Richared Delicious, Blaxtman apples and the Golden Jubilee peach and other standard varieties. Dorsett and Fairfax, the Sensational new Strawberries. Other small fruits and asparagus. A complete line of all classes of ornamentals. Write for free Catalogue. Buy while the stock is available. You can secure the best possible to produce at fair prices from: BOUNTIFUL RIDGE NURSERIES, Box D, Princess Anne, Maryland.

FOR SALE—CANDOKA FUZZLESS PEACH TREES. Plant Patent No. 51. Fruit has Extraordinary Carrying Qualities, Color, Size and Flavor. Write for prices. THE VIENNA NURSERY, Vienna, Ill.

OLD COINS WANTED

UP TO \$50.00 PAID FOR INDIAN HEAD CENTS. Half Cents \$250.00; Large cents, \$2,000.00, etc. Send Dime for list. ROMANOCOINSHOP, Dept. 104, Springfield, Mass.

PERSONAL

OLD AGE PENSION INFORMATION. ENCLOSE stamp. Judge Lehman, Humboldt, Kans.

PHOTO FINISHING

COLORS ENLARGEMENT WITH EACH FILM DEVELOPED—a professional enlargement painted in oils and eight Gloss-tone prints. DeLuxe finish, guaranteed not to fade, 25¢. Super Quality—Speedy Service—Satisfaction or money refunded. LA CROSSE FILM COMPANY, La Crosse, Wis.

ROLLS DEVELOPED. TWO BEAUTIFUL DOUBLE-weight professional enlargements and eight guaranteed Never-Fade Perfect Tone Prints, 25¢ coin. RAYS PHOTO SERVICE, La Crosse, Wisconsin.

FOR BETTER SNAPSHOTS SEND TO AMERICAN PHOTO SERVICE, 2946 Nicollet, Minneapolis, Minn. Roll developed, printed and 2 enlargements, 25¢.

FILMS DEVELOPED ANY SIZE, 25¢ COIN. Including two enlargements. CENTURY PHOTO SERVICE, Box 829, LaCrosse, Wis.

TRIAL—20 REPRINTS 25¢. FILM DEVELOPED two prints each negative 25¢. SKRUDLAND, 4118-54 Overhill, Chicago.

PLANT PATENTS

▲ PATENTS ▲

Send me sketch, picture or model of your new invention. I will give you prompt report on its probable patentability based on a search of the patent records for a small charge.

PLANTS, BUSHES, TREES, VINES, etc., can now be protected by Patents. I can furnish copies of any or all plant patents issued to date.

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Inventions patented. Trade-marks and copyrights registered
Correspondence solicited

SALESMEN WANTED

CASH PAY WEEKLY FOR SALESMEN—SPARE OR Full time. Thousands make \$50.00 or more a week Selling Stark Trees, etc. Healthful outdoor work. Write Quick for FREE Sales Making Outfit and WEEKLY PAY Plan. No Cash or Experience needed. If you can't sell, BUY Stark Trees. WRITE FOR CATALOG. STARK NURSERIES, Box C1104, Louisiana, Mo.

IT'S TIME TO THINK ABOUT ADVERTISING

(Continued from page 13)

B. Adequate Sales Organization so that products are:

1. Widely distributed;
2. Sold at fair prices;
3. Displayed and merchandised by trade;
4. Available to meet advertising demand.

Some of the specialty crops of the West now operating under government industry agreements that seem to meet these requirements for advertising are the following:

California Raisins

The AAA Raisin Marketing Agreement has been approved by the Secretary of Agriculture and signed by the commercial packers of raisins. This agreement has for its purpose the adjustment of the balance between production and consumption and the re-establishment of various prices to the base level of 1909-1914. It is satisfactory to both grower and packer groups. Minimum prices on 1934 raisins call for not less than \$70 per ton on Thompsons, \$65 on Sultanas and \$60 on Muscats.

With all California raisins under this marketing agreement it seems but a move in the right direction to consider advertising. For some years the only advertising on raisins directed to the consumer has been that of the Sun Maid Raisin Growers' Association. Carton raisins have been featured, but little has been done to develop the sale of bulk pack raisins, which constitute more than 70 per cent of the raisin tonnage.

Advertising can develop a demand once more for raisin bread, sweet dough goods and develop the larger uses of raisins as an ingredient of prepared foods.

Only through such advertising can greater consumer demand be created that will reflect itself in improved conditions in the raisin industry. The raisin growers have the chance to lead other industries in their use of advertising because the raisin control program is now established. Preliminary measures are taken care of.

California Walnuts

Surplus control in the California walnut industry in one year added \$2,000,000 more than if the crop had been dumped on the market. Last October, under the Agricultural Adjustment Act, control measures were established.

There was no industry advertising effort contemplated except that of the

California Walnut Growers' Association. This association handles about 90 per cent of the State crop and does an aggressive merchandising job on Diamond and Emerald brand walnuts.

Unusual export sales, especially to Germany last year, point to possible foreign advertising as a further aid to the development of the walnut demand abroad.

General Manager Carlyle Thorpe of the association is advertising and sales minded. With such management, surplus control and a continuation of association advertising, prospects for the California walnut industry look brighter than they have for several years. This last year returns to grower members of the association have averaged 2½ cents more per pound than was netted on the 1932 crop.

This augurs well for the future and a continuation of aggressive selling, sound advertising and industry control measures.

(To be concluded in November issue)

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF AMERICAN FRUIT GROWER, published monthly at Cleveland, Ohio, for October 1, 1934.

STATE OF OHIO }
COUNTY OF CUYAHOGA }
Before me, a Notary Public in and for the State and county aforesaid, personally appeared E. G. K. Meister, who, having been duly sworn according to law, depose and says that he is the Business Manager of the AMERICAN FRUIT GROWER and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, American Fruit Grower Publishing Company, 1370 Ontario St., Cleveland, Ohio; Editor, John T. Bregger, 1370 Ontario St., Cleveland, Ohio; Managing Editor, Dean Halliday, 1370 Ontario St., Cleveland, Ohio; Business Manager, E. G. K. Meister, 1370 Ontario St., Cleveland, Ohio.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, its names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) American Fruit Grower Publishing Company, 1370 Ontario St., Cleveland, Ohio; E. G. K. Meister, 1370 Ontario St., Cleveland, Ohio; R. B. Campbell, Richmond, Virginia; Mary Lee Adams, Greenwood, Virginia.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of bona fide owners; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is

(This information is required from daily publications only.)

E. G. K. MEISTER,
Business Manager

Sworn to and subscribed before me this 26th day of September, 1934.

(Seal) Nora I. Young, Notary Public.

(My commission expires March 19, 1935.)

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1934

ORCHARD TOOLS & SUPPLIES



Fruit Growers are buying Sup-
plies and Equip- 11 year

Pruning Tools
Grafting Tools & Wax
Wound Dressings
Picking Equipment
Harvesting Equipment

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Spray Hose &
Connections
Spraying Clothing

Hand Sprayers &
Dusters
Irrigation Equipment
Orchard
Thermometers, etc.

If you do not find what you need here, write

American Fruit Grower, 1370 Ontario St., Cleveland, O.



"That reminds me that I must
order immediately"

"EVERY GROWER'S" PAGE

By T. J. TALBERT

IN Missouri the Agricultural Ex-
periment Station has found that sour
cherry trees when set in the late fall
or early winter have uniformly given
better stands than when the trees
were planted in the spring. It was
found, in fact, that an increase of
from 30 to 70 per cent was made
in the number of trees that lived and
grew profitably. Spring planted trees
after a period of three to five years
had not caught up in growth or pro-
duction with the trees planted in the
fall.

These investigations indicate that
for conditions comparable to those
of Missouri sour cherries for best
results generally should be planted
in the fall or early winter. Since
the sweet cherry is comparable to the
peach in time of blooming and in
hardiness it will usually be found
best to plant it in the season of the
year which gives best results for
peach trees.

For severe winter climates with
deep soil freezing, planting in the
fall where the soil does not have
time to settle may cause root injury
by freezing. For this reason, spring
planting often gives better results.
Where the climate is less severe,
however, late fall or early winter
planting may give the grower more
time to properly perform the plant-
ing work. Furthermore, the plants
become established and anchored in
the soil and some root development
may take place. When conditions
favorable for growth occur in the
spring, the fall-planted fruits—where
winter injury does not occur—usu-
ally make a more regular and satis-
factory growth than results from
planting in the spring.

Tender or slightly tender species
like the peach or Japanese plum,
which are subject to winter injury,
are usually more safely planted in
the spring. Hardy plums, however,
generally develop by fall and early

winter planting to about the same de-
gree as do apples and pears.

Digging Too Early in the Fall

Fruit plants may be seriously in-
jured by digging too soon in the fall.
This is true because the food materi-
als in the leaves have not been fully
reabsorbed by the plants. It is im-
portant, therefore, that the leaves re-
main on the plants until killed by
winter weather or until they are fully
matured and are incapable of func-
tioning further in behalf of the plant.
When this condition in the leaf oc-
curs, it usually drops. When the
foliage is carried until late fall or
early winter, it assists in invigorat-
ing wood growth as well as in the
manufacture and storage of food ma-
terials.

Fruit growers, nurserymen, and
agricultural experiment station work-
ers have often observed that early
fall digging of nursery stock, when
it is necessary to strip the leaves,
often causes the fruit plants to be
severely winter injured. When such
damage occurs the fruit trees or
plants may make a poor or weak
growth for the first two or three
years after planting, thus delaying
the fruit grower in establishing a
profitable plantation. What is still
worse, many of the winter injured
plants may never prove profitable or
satisfactory. Moreover, the result-
ing weak growth may subject the
plants to greater injury by borers.

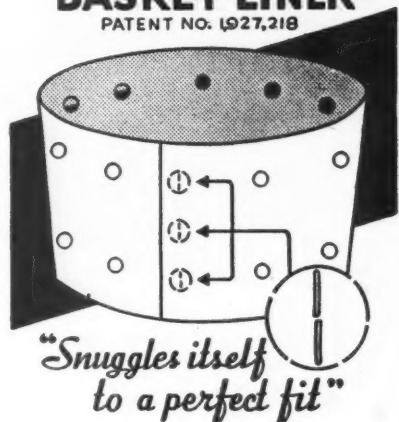
Kieffer Pollinizers

*I want to set a commercial pear orchard
this fall and partly selected the Kieffer
variety. What would be the blight resistant
pear to set to pollinize the Kieffer and how
far from the Kieffer should the trees be to
pollinize well and not have any more of
them than is necessary?—G.W.B., Mis-
souri.*

AMERICAN FRUIT GROWER

SPEED-Y-PAK BASKET LINER

PATENT NO. 1,927,218



"Snuggles itself
to a perfect fit"

SUTHERLAND'S Patent Perforated
Circle "gives" under pressure of the
contents, permitting the liner to expand
to a perfect fit. Made of high grade
stock, in either green one side or plain.
They come ready for immediate use
without any assembling operation.
Write for samples and prices. Sales
territories open to reliable dealers.

SUTHERLAND
C O M P A N Y

1400 N. Pitcher St.

Kalamazoo, Mich.

THE Kieffer pear in Missouri is very
frequently planted alone, often with satis-
factory results, but it is safer to plant it
with some other pear as a pollinizer.

There are several varieties which have
been found to pollinate the Kieffer satis-
factorily. These are: Bartlett, Howell,
Flemish Beauty and Seckel. Of these
Seckel would perhaps be the best choice, as
it is blight resistant and in addition is the
standard of excellence in pears. The fruit,
however, is a little small, which has pre-
vented this pear from becoming as popular
as it otherwise would have.

For pollination purposes at least every
fifth row should be planted to the pollin-
izing variety. Where one wishes to keep the
pollinizer to the minimum in numbers,
planting every fifth tree in every fifth row
is the least number which will prove satis-
factory. Every third tree in every third
row will be found better.

Page 15

OCTOBER, 1934

NEW, and Luscious U.S. PATENT Fruits STARK BROS are Giving the World!

The New
STARKING
Apple
Trade
Mark
Reg.

STARKING
Apple
—NEW im-
proved Double-
Red Stark Deli-
cious. Colors All-
Over - Red weeks
sooner. Best LATE
WINTER KEEPER—
Never gets mealy. Very
Young Bearer.

New MONTEARLY
U. S. Patent Cherry

12 NEW
Stark Fruits
and Roses
Awarded
U. S. Patents
Get FREE WORLD'S
FAIR Book about rare
fruits & roses. SEND
COUPON BELOW.

All Sold ONLY By Stark Bro's

New ELE-
PHANT
HEART
Plum

New
U. S. Patent
HAL-BERTA
GIANT Peach

YOU Can Grow Glorious Crops of these in Your Own Home Orchard

HERE are NEW Fruits "to delight the Gods"! All Exclusive Stark Fruits—all fruits of amazing NEW flavors, of truly huge size, transcendent beauty—some of the vastly superior, New, and U. S. PATENTED FRUITS Stark Bro's are presenting to the world.

Those shown here are the STARK-

ING Apple, the sensational NEW Double-Red Delicious—MONT-
EARLY Cherry, Earliest Ripening tart cherry (Awarded U.S. PATENT)—Stark-Burbank "ELEPHANT-
HEART" Plum, World's Largest, finest FREESTONE Blood-Fleshed Plum, huge (often 7 in. around), ex-
quisitely sweet, wonderfully hardy

tree, extra young bearer (bore at 2 yrs. in cold New York State)—the huge, New HAL-BERTA GIANT Peach—World's First U. S. PATENTED PEACH, 30% larger than J. H. Hale peach, bears heavy as Elberta.

Learn ALL about NEW Fruits, Shrubs, Roses. Send COUPON BELOW for—

New WORLD'S FAIR Book of Stark's Fruit Marvels - 1933

Most Beautiful, most Intensely Interesting Year Book we have produced in our Century and 19 years in business. Natural Color Pictures of ALL the NEW STARK and BURBANK FRUITS, ROSES and SHRUBS AWARDED THE HONOR AND PROTECTION OF U. S. PATENTS—fruits that are the Pride and Boast of home orchard owners—that bring the RICHEST CROP AND PROFIT HARVESTS TO FRUIT GROWERS.

Every page packed with Truthful Descriptions to aid YOU in fruit tree selection. Hundreds of inspiring stories of Orchard Success Secured by planting Stark Trees. All the NEW-EST and BEST Apples, Pears, Peaches, Cherries, Plums and Berries—ALL "proven by tests" Roses (including the U. S. Patented Burbank Golden Sunset Climbing Rose), Flowering Shrubs, Hedges and Shade Trees. Send for it TODAY. Please USE COUPON.

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Largest and Oldest in America • Address Box 89

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Farmer Earns \$262⁶⁰ in Mo's Spare Time

John M. Robinson, Massachusetts farmer and carpenter, gives only his spare time to selling Stark Trees. Recently made over \$1,000.00 sales in a month—and was PAID \$262.60 FOR HIS SPARE TIME IN ONE MONTH. Frequently lands

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Write IMMEDIATELY for Our New, Extra Generous Salesmen's Pay Plan. Use Coupon!

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Without obligating me to buy anything, Send Me FREE copy of your great New 1933 WORLD'S FAIR FRUITS Book.

I may want to plant..... Trees, Shrubs and Roses. (Number)

Name.....

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St. or R. F. D. State.....

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